

Rep Order# 6865498 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 215784

Printed: 10/19/2012 12:20 PM  
Last Received: 10/19/2012 12:13 PM

Station KQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 326  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P/I/P2/E 5/109/326  
Flight Dates 10/22/2012 - 10/28/2012  
Hiatus Weeks

Salesperson ( ) PHILADELPHIA  
) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845  
Fax#

Showing Buylines: All Rep Revised Lines

*Joy*  
*10/19/12*

-- CONTRACT COMMENT --  
SC = \*

-- REMARKS --

REV TO ADD TO SKED  
ATTN ALL LINES  
ATTN NEW TTL  
THIS IS SKED B  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*12			10/22-10/26	\$2,000.00	<i>2</i>	1	1	M-F		10P-1035P \$2,000.00	1	

Buyline Comment: NEWS  
Sales Remark: V5 ADD TO SKED  
V5 Added

--REPORT TOTALS--

Report Totals: 1 / \$2,000.00

--SALES MONTHLY TOTALS--

Oct 12: 44 / \$32,875.00  
Sales Totals: 44 / \$32,875.00  
Station Totals: 44 / \$32,875.00  
Lines not sent/rclid/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	40%
\$93,929	ROB	25%	KROE	35%	KWBQ	0%				

--COMPETITIVE COMMENTS--

Rep Order# 6865498 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 215784

Printed:  
2 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 326  
Buyer Betsy Vondderheid  
Phone#  
Fax#  
EST SHARES

Books NOV12  
Demos RA35+

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/109/326  
Flight Dates 10/22/2012 - 10/28/2012  
Hiatus Weeks

Salesperson ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Rep Firm  
Salesperson ( ) PHILADELPHIA  
Rep Firm Revised Lines

Last Received:  
Showing Buylines: All Rep Revised Lines

Printed:  
10/19/2012 12:20 PM

Last Received:  
10/19/2012 12:13 PM

Printed:  
10/19/2012 12:20 PM

Rep Order# 6865498 Ver# 1 Status New  
EC'd Yes

Traffic Order# **215184** Printed: 10/19/2012 8:09 AM  
Last Received: 10/18/2012 7:04 PM

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW  
Estimate# 326  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/109/326  
Flight Dates 10/22/2012 - 10/28/2012  
Hiatus Weeks

*J.D. 10/19/12*

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson#  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --

SC=\*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MRN2	10/22-10/26	\$200.00	3 :30	5	1	M-F	6A-7A	\$1,000.00	5	
2		CBS THIS MRNG-2<	10/22-10/26	\$150.00	3 :30	5	1	M-F	7A-9A	\$750.00	5	
3		SUNDAY MRN-CBS	10/28-10/28	\$800.00	2 :30	1	1	SU	8A-930A	\$800.00	1	
4		KRQE NW13-NOON	10/22-10/26	\$275.00	3 :30	5	1	M-F	12P-1230P	\$1,375.00	5	
5		DR. PHIL	10/22-10/26	\$175.00	3 :30	2	1	M-F	3P-4P	\$350.00	2	
6		KRQE NWS13-4P	10/22-10/26	\$550.00	2 :30	5	1	M-F	4P-430P	\$2,750.00	5	
7		KRQE NWS13-430	10/22-10/26	\$550.00	2 :30	5	1	M-F	430P-5P	\$2,750.00	5	
8		KRQE NWS13-530<	10/22-10/26	\$1,000.00	2 :30	5	1	M-F	530P-6P	\$5,000.00	5	
9		JEOPARDY	10/22-10/26	\$1,400.00	2 :30	5	1	M-F	6P-630P	\$7,000.00	5	
10		WHEEL-FORTUNE	10/22-10/26	\$1,700.00	2 :30	3	1	M-F	630P-7P	\$5,100.00	3	
11		KRQE NEWS-10	10/22-10/26	\$2,000.00	2 :30	2	1	M-F	10P-1030P	\$4,000.00	2	

--REPORT TOTALS--

Report Totals: 43 / \$30,875.00

Rep Order#	6865498	Ver#	1	Status	New	Traffic Order#
EC'd	Yes					

Printed:	10/19/2012 8:09 AM
Last Received:	10/18/2012 7:04 PM

Station	KRQE-TV ALBUQUERQUE, NM.	Agency	( ) STEVENS REED CURCIO & POTHOLM	Rep Firm	( ) PHILADELPHIA
Advertiser	( ) REFORM NM NOW		201 NORTH UNION STREET, SUITE 200	Sales Office (	) AMY MCCREARY
Product	REFORM NM NOW		ALEXANDRIA, VA 22314	Salesperson (	
Estimate#	326	Agency C/P1/P2/E	51/109/326		
Buyer	Betsy Vondrheid	Flight Dates	10/22/2012 - 10/28/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--SALES MONTHLY TOTALS--

Oct 12: 43 / \$30,875.00  
 Sales Totals: 43 / \$30,875.00  
 Station Totals: 43 / \$30,875.00  
 Lines not sent/rcl/d/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$88,214

CABL	0%	KASA	0%	KASY	0%
KOB	25%	KRQE	35%	KWBQ	0%

--COMPETITIVE COMMENTS--

EST SHARES

Books	NOV12
Demos	RA33+

Rep Order# 6865498 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#  
Printed: 10/19/2012 9:35 AM  
Last Received: 10/19/2012 8:10 AM

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 326  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/109/326  
Flight Dates 10/22/2012 - 10/28/2012  
Hiatus Weeks

Sales Office ( ) PHILADELPHIA  
( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --  
SC--\*

-- REMARKS --

CHANGE IN HEADER ONLY  
THIS IS SKED B  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MRN2	10/22-10/26	\$200.00	:30	5	1	M-F	6A-7A	\$1,000.00	5	---
2		CBS THS MRNG-2<	10/22-10/26	\$150.00	:30	5	1	M-F	7A-9A	\$750.00	5	---
3		SUNDAY MRN-CBS	10/28-10/28	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	---
4		KRQE NW13-NOON	10/22-10/26	\$275.00	:30	5	1	M-F	12P-1230P	\$1,375.00	5	---
5		DR. PHIL	10/22-10/26	\$175.00	:30	2	1	M-F	3P-4P	\$350.00	2	---
6		KRQE NWS13-4P	10/22-10/26	\$550.00	:30	5	1	M-F	4P-430P	\$2,750.00	5	---
7		KRQE NWS13-330	10/22-10/26	\$550.00	:30	5	1	M-F	430P-5P	\$2,750.00	5	---
8		KRQE NWS13-530<	10/22-10/26	\$1,000.00	:30	5	1	M-F	530P-6P	\$5,000.00	5	---
9		JEOPARDY	10/22-10/26	\$1,400.00	:30	5	1	M-F	6P-630P	\$7,000.00	5	---
10		WHEEL-FORTNE	10/22-10/26	\$1,700.00	:30	3	1	M-F	630P-7P	\$5,100.00	3	---
11		Buyline Comment: ADD	10/22-10/26	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	---

Rep Order# 6865498 Ver# 3 Status Revised  
EC'd Yes

Printed: 10/19/2012 9:35 AM  
First Received: 10/19/2012 8:10 AM  
Buylines: All lines

2  
of

Station	KRQE-TV ALBUQUERQUE, NM.	Program	
Advertiser	( ) REFORM NM NOW	Daypart	- - - - -
Product	REFORM NM NOW SKED B	Length	- - - - -
Estimate#	326	Spots/Week	- - - - -
Buyer	Betsy Vonderheid	# Of Weeks	- - - - -
Phone#		Day	- - - - -
Fax#		Time	- - - - -
		Total Cost	- - - - -
		Total Spots	- - - - -
Agency	( ) STEVENS REED CURCIO & POTHOLM	Rep Firm	LT
	201 NORTH UNION STREET, SUITE 200	Sales Office	
	ALEXANDRIA, VA 22314	Salesperson	
Agency C/P1/P2/E	51/109/326	Salesperson Phone#	215-568-6540
Flight Dates	10/22/2012 - 10/28/2012	Salesperson FAX#	215-568-1845
Hiatus Weeks			
Dates	Rate	Len	

-REPORT TOTALS---		-SALES MONTHLY TOTALS---		-COMPETITIVE---	
Report Totals:	43 / \$30,875.00				
Oct 12:	43 / \$30,875.00				
ales Totals:	43 / \$30,875.00				
ation Totals:	43 / \$30,875.00				
ines not sent/rclcd/rtrn:	0 / \$0.00				
Market Totals	\$88,214	CABL 0%	KASA 0%	KASY 0%	KBIM 0%
		KOB 25%	KRQE 35%	KWBO 0%	KOAT 40%

15

COMPETITIVE

NOV12  
RA 35+

NOV12  
3A 35+

books  
reviews

**Spot Manager: All, 10/22/12-10/28/12**

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priorit	Chann	Product	Estimate	Air Time	Ad-ID	Rate	
<i>Date: 10/22/12</i>													
<i>Station: KRQE</i>													
J6865498	POL/Reform	N	215784	M-F KRQE New	KRQE News	:30	P3	[ALL]	REFORM	N	326	6:44:55 AM RNMT1203	\$200.00
J6865498	POL/Reform	N	215784	CBS This Mornin	CBS Early S	:30	P3	[ALL]	REFORM	N	326	8:08:33 AM RNMT1203	\$150.00
J6865498	POL/Reform	N	215784	M-F KRQE New	12p-1230p	:30	P3	[ALL]	REFORM	N	326	12:11:58 PM RNMT1203	\$275.00
J6865498	POL/Reform	N	215784	M-F KRQE New	4p-430p	:30	P2	[ALL]	REFORM	N	326	4:07:45 PM RNMT1203	\$550.00
J6865498	POL/Reform	N	215784	M-F KRQE New	430p-5p	:30	P2	[ALL]	REFORM	N	326	4:37:25 PM RNMT1203	\$550.00
J6865498	POL/Reform	N	215784	KRQE News 13	530p-6p	:30	P2	[ALL]	REFORM	N	326	5:34:57 PM RNMT1203	\$1,000.00
J6865498	POL/Reform	N	215784	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	REFORM	N	326	6:06:01 PM RNMT1203	\$1,400.00
												<b>\$4,125.00</b>	
												<b>\$4,125.00</b>	

Date: 10/23/12

*Station: KRQE*

Date: 10/24/12

*Station: KRQE*

J6865498POL/Reform N	215784 M-F KRQE New:KRQE News	:30 P3	[ALL]	REFORM N 326	6:19:10 AM	\$200.00
J6865498POL/Reform N	215784 CBS This Mornin CBS Early S	:30 P3	[ALL]	REFORM N 326	8:23:37 AM	\$150.00
J6865498POL/Reform N	215784 M-F KRQE New:12p-1230p	:30 P3	[ALL]	REFORM N 326	12:05:17 PM	\$275.00
J6865498POL/Reform N	215784 Dr. Phil 3p-4p	:30 P3	[ALL]	REFORM N 326	3:33:17 PM	\$175.00
J6865498POL/Reform N	215784 M-F KRQE New:4p-430p	:30 P2	[ALL]	REFORM N 326	4:26:45 PM	\$550.00
J6865498POL/Reform N	215784 M-F KRQE New:430p-5p	:30 P2	[ALL]	REFORM N 326	4:57:11 PM	\$550.00
J6865498POL/Reform N	215784 KRQE News 13 530p-6p	:30 P2	[ALL]	REFORM N 326	5:58:28 PM	\$1,000.00
J6865498POL/Reform N	215784 M-F 6p-630p M-F 6p-630p	:30 P2	[ALL]	REFORM N 326	6:27:59 PM	\$1,400.00
J6865498POL/Reform N	215784 M-F 630p-7p M-F 630p-7p	:30 P2	[ALL]	REFORM N 326	6:41:33 PM	\$1,700.00
J6865498POL/Reform N	215784 LN M-F 10p-1035p	:30 P2	[ALL]	REFORM N 326	10:27:18 PM	\$2,000.00
						\$8,000.00
						\$8,000.00

Date: 10/25/12

### Station: KROE

J6865498POL/Reform N	215784 M-F KRQE New: KRQE News	:30 P3	[ALL]	REFORM N 326	6:58:16 AM	\$200.00
J6865498POL/Reform N	215784 CBS This Morning CBS Early S	:30 P3	[ALL]	REFORM N 326	7:23:06 AM	\$150.00
J6865498POL/Reform N	215784 M-F KRQE New: 12p-1230p	:30 P3	[ALL]	REFORM N 326	12:27:41 PM	\$275.00
J6865498POL/Reform N	215784 M-F KRQE New: 4p-430p	:30 P2	[ALL]	REFORM N 326	4:08:00 PM	\$550.00
J6865498POL/Reform N	215784 M-F KRQE New: 430p-5p	:30 P2	[ALL]	REFORM N 326	4:37:55 PM	\$550.00
J6865498POL/Reform N	215784 KRQE News 13 530p-6p	:30 P2	[ALL]	REFORM N 326	5:34:57 PM	\$1,000.00
J6865498POL/Reform N	215784 M-F 6p-630p M-F 6p-630p	:30 P2	[ALL]	REFORM N 326	6:28:14 PM	\$1,400.00
						<b>\$4,125.00</b>
						<b>\$4,125.00</b>

Date: 10/26/12

Station: KRQE

J6865498POL/Reform N	215784 M-F KRQE New: 12p-1230p	:30 P3	[ALL]	REFORM N 326	\$275.00
J6865498POL/Reform N	215784 CBS This Mornit CBS Early S	:30 P3	[ALL]	REFORM N 326	\$150.00
J6865498POL/Reform N	215784 M-F KRQE New: 430p-5p	:30 P2	[ALL]	REFORM N 326	\$550.00
J6865498POL/Reform N	215784 M-F KRQE News KRQE News	:30 P3	[ALL]	REFORM N 326	\$200.00
J6865498POL/Reform N	215784 KRQE News 13 530p-6p	:30 P2	[ALL]	REFORM N 326	\$1,000.00
J6865498POL/Reform N	215784 Dr. Phil 3p-4p	:30 P3	[ALL]	REFORM N 326	3:15:46 PM \$175.00
J6865498POL/Reform N	215784 M-F KRQE New: 4p-430p	:30 P2	[ALL]	REFORM N 326	4:18:50 PM \$550.00
J6865498POL/Reform N	215784 M-F 6p-630p M-F 6p-630p	:30 P2	[ALL]	REFORM N 326	6:05:01 PM \$1,400.00
J6865498POL/Reform N	215784 M-F 630p-7p M-F 630p-7p	:30 P2	[ALL]	REFORM N 326	6:34:53 PM \$1,700.00

[Sorted by: Date]

# Spot Manager: All, 10/22/12-10/28/12

Report

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/26/12

Station: KRQE

Source: Broadcast	Advertiser: KRQE-TV	Order: 00000000000000000000000000000000	Inv. Code (Book):	Time Period: 10/26/12 - 10/26/12	Length: :30	Priori:	Chann: 2	Product: REFORM N326	Estimate: \$6,000.00	Air Time: 10/26/12 10:30:00 AM	Ad-ID: 00000000000000000000000000000000	Rate: \$6,000.00
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Date: 10/28/12

Station: KRQE

J6865498 POL/Reform N 215784 CBS Sunday Mc 8a-930a	:30 P2	[ALL]	REFORM N326	\$800.00
				\$800.00
				\$800.00
				32,875.00

[Sorted by: Date]

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>  KRQE	<b>Date:</b>  10/19/12
--	------------------------------

I, B Vonderheid  
do hereby request station time concerning the following issue:

Reform New Mexico Now
-----------------------

<b>Broadcast Length</b>	<b>Time of Day, Rotation or Package</b>	<b>Days</b>	<b>Class</b>	<b>Times per Week</b>	<b>Number of Weeks</b>
		10/22-10/28			

<b>Total Charges:</b> \$32,875
--------------------------------

This broadcast time will be used by: Reform New Mexico Now

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

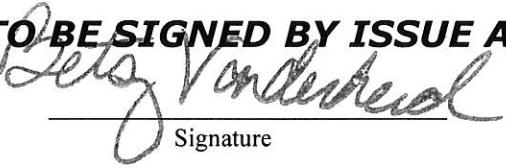
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

10/19/12

Date

**TO BE SIGNED BY ISSUE ADVERTISER**

  
Signature

703-683-9755

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

---

Signature

Printed Name

Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/22-10/28			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**